

Report to Council

Report Title: East Ridge Business Park Sign Expansion Tender

Prepared By: Paulette Peirol, Community Development Coordinator

Department: Economic Development

Date: September 24, 2019

Report Number: ED2019-08 **File Number:** C11ED, F18, D02EA

Attachments: Design for Expanded ERBP sign

Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number ED2019-08 – East Ridge Business Park Sign Expansion Tender, prepared by Paulette Peirol, Community Development Coordinator and in doing so does not accept the Tender of Cox Signs at this time.

Report:

Background:

The East Ridge Business Park sign at the southwest corner of Bruce Road 4 and Ontario Road is fully subscribed, with several businesses wishing to be added to the sign (such as the Midwives Collective) or wanting a larger display space (such as the Walkerton Clean Water Centre) and additional inquiries. There is currently no room for new businesses to be added to the sign, and the Municipality's logo on it is outdated.

With these considerations in mind, the Municipality commissioned the design of a new sign consisting of a second illuminated column with a header across the top bridging the two, and brickwork at the base to match the existing column (design attached). A gas line runs perpendicular to the current sign, and would run between the span of the two columns. We budgeted \$35,000 for the new sign based on estimates provided.

A Request for Proposals was issued on Monday, August 26, 2019 and posted on the Brockton website. Three local sign contractors were also notified directly. Proposals were due on Thursday, September 5, 2019.

One proposal was received but was disqualified because it was late. A second local contractor emailed the Municipality thanking us for the opportunity, but adding that they were too busy to take on another large project.

The Municipality issued a second Request for Proposals on its website Friday, September 6, 2019. Proposals were due on Friday, September 13, 2019, and one was received. Cox Signs Ltd. was the sole bidder.

Analysis:

Cox Signs Ltd. is proposing to build the new sign for \$48,782, with work to be completed by December 1, 2019.

The Cox Signs bid is \$13,782 more than the \$35,000 the Municipality budgeted for the project. The overage is due to the uneven ground where the new column is to be erected, requiring a deeper footing than expected.

Council's Economic Development Committee considered the matter at its meeting on Monday, September 16, 2019, and passed a motion recommending Council delay the sign project until the Spring of 2020.

Based on the tender received and the overage compared to budget, staff support this direction. The need for advertising can wait until the spring of 2020 and additional monies can be included in the 2020 budget.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | N/A |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |
| • Do the recommendations contribute to Environmental Integrity? | N/A |
| • Do the recommendations contribute to the Social Equity? | N/A |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer